

## IN THE SPECIFICATION:

Please amend the paragraph beginning at page 17, line 23 as follows:

Referring to FIGS. 4 and 7-12, different embodiments of various product and packaging components are shown with various coordinating visual characteristics. For example, as shown in FIG. 7, the absorbent product 50 is shown as having a pattern of alternating stripes 110, 112 of first and second colors. Likewise, the packaging components 50, 76 118, each have the same pattern in the same colors. It should be understood that two patterns are coordinated if they both have at least one substantially identical element, or if the overall distribution of elements in a certain region is substantially identical. Therefore, and for example, the patterns of the product and packaging components in FIG. 4 and 7 are coordinated in two ways, (1) each component has a substantially identical element (e.g., one of the stripes 110, 112) and (2) both components have a substantially identical distribution of elements 110, 112 thereover, i.e., a plurality of similarly dimensioned stripes alternating in color. For example, a checker board pattern would be coordinated by the shape of the individual elements (squares) as well as by the overall distribution thereof (alternating colors and positioning). It should be understood that for the first type of pattern coordination (substantially identical elements), the elements do not have to be of the same size or oriented in the same orientation, but rather that they merely have substantially the same shape. With the respect to the second type of pattern coordination, the individual elements do not even have to have the same shape, as long as the overall distribution is coordinated. It should be understood that the product and packaging components 10, 50, 76 118 of FIG. 4 and 7 are also coordinated by way of the colors of the stripes, which have one or more coordinated hues, luminosities and saturation/vividness values.

Please amend the paragraph beginning at page 18, line 15 as follows:

Referring to FIG. 8, the product component 10 50 is coordinated with the first packaging component 50 first by way of the colors of the pattern element 120 and the pattern element 110 and second by way of the color of the backsheet 46 and the pattern element 112. The product

component 10 50 is coordinated with the second packaging component 118 first by way of the pattern elements 120, second by way of the color of the pattern elements 120, and third by way of the color of the backsheet 46 and color of the base sheet 140.

lease amend the paragraph beginning at page 18, line 22 as follows:

Referring to FIGS. 9 and 10, a peel strip 28 is configured with a pattern 122 of ivy, while the packaging component 50 10 is configured with a coordinated pattern 122 of ivy. The patterns 122 are coordinated, i.e., substantially the same shape, even though they are of different sizes. The peel strip 28 is further coordinated with the packaging component 50 10 by way of the color of the pattern 122 on the peel strip with the color of the background on the packaging component, which are both blue for example with coordinated colors, including for example hues, saturations and/or luminosities, or combinations thereof. Likewise, the color of the background of the peel strip 28 is coordinated with the color of the ivy pattern 122 on the packaging component.